

Marketing
International Business and Marketing
HQ Course Code # 5015 _____
CTE Course Code # 5045 _____
1-3 Credits

School Year _____

Term: ___ Fall ___ Spring

| | |
|---|---------|
| Student: | Grade: |
| Teacher: | School: |
| # of Competencies in Course: 1 credit = 43, with Work-based Learning = 48 | |
| Number of Competencies Mastered: | |
| Percent of Competencies Mastered: | |

Standards to be completed for 1 credit are identified with one asterisk (*). A work-based Component for 2-3 credits is identified with two asterisks (**).

***Standard 1.0 The student will compare the way in which business and marketing is conducted domestically versus internationally.**

| Learning Expectations | Check the appropriate Mastery or Non-Mastery column | Mastery | Non-Mastery |
|-----------------------|--|---------|-------------|
| 1.1 | Explains terms and concepts related to international business and marketing. | | |
| 1.2 | Compares and contrasts international and domestic business and marketing activities. | | |
| 1.3 | Differentiates between various sources of assistance in the global economy. | | |
| 1.4 | Categorizes the types of technology used in the global market. | | |
| 1.5 | Measures the impact of international companies on the local and state economies. | | |

***Standard 2.0 The student will evaluate the social and cultural differences among nations.**

| Learning Expectations | Check the appropriate Mastery or Non-Mastery column | Mastery | Non-Mastery |
|-----------------------|--|---------|-------------|
| 2.1 | Measures cultural influences in the global market. | | |
| 2.2 | Compares the traditions and values of various cultures. | | |
| 2.3 | Relates social organization components to international business and marketing transactions. | | |
| 2.4 | Demonstrates verbal or written communications with people from other cultures. | | |

***Standard 3.0 The student will evaluate economic considerations and systems in international business and marketing.**

| Learning Expectations | Check the appropriate Mastery or Non-Mastery column | Mastery | Non-Mastery |
|-----------------------|--|---------|-------------|
| 3.1 | Assesses the concepts and issues of economic development. | | |
| 3.2 | Compares and contrasts the types of economic systems. | | |
| 3.3 | Distinguishes factors of production needed for an international company. | | |
| 3.4 | Graphs economic progress of various countries. | | |

***Standard 4.0 The student will analyze the management and marketing principles of international business and marketing.**

| Learning Expectations | Check the appropriate Mastery or Non-Mastery column | Mastery | Non-Mastery |
|-----------------------|--|---------|-------------|
| 4.1 | Analyzes the importance of entrepreneurs in an international market. | | |
| 4.2 | Categorizes organizational structures by function, product and geography. | | |
| 4.3 | Prepares training activities for international personnel. | | |
| 4.4 | Defends the selection of a target market. | | |
| 4.5 | Collects marketing research data through an appropriate method. | | |
| 4.6 | Conducts a critical analysis of branding and packaging in a global market. | | |
| 4.7 | Proposes product opportunities for a global market. | | |
| 4.8 | Critiques pricing factors to determine the appropriate methods. | | |
| 4.9 | Proposes a promotional strategy for products sold internationally. | | |

***Standard 5.0 The student will evaluate legal, ethical, and financial considerations for international business and marketing transactions.**

| Learning Expectations | | Check the appropriate Mastery or Non-Mastery column | Mastery | Non-Mastery |
|-----------------------|--|---|---------|-------------|
| 5.1 | Debates the various strategies governments use to control international trade. | | | |
| 5.2 | Measures the impact taxes levied by governments have on international trade. | | | |
| 5.3 | Describes and assesses types of trade agreements. | | | |
| 5.4 | Creates a plan for importing and exporting a good. | | | |
| 5.5 | Measures the effect of exchange rates between the Euro dollar and other currencies. | | | |
| 5.6 | Selects an appropriate method of payment and finance source for international trade. | | | |
| 5.7 | Appraises the protection provided businesses by the components of international law. | | | |
| 5.8 | Designs a plan to seek legal recourse in an international business dispute. | | | |
| 5.9 | Creates an investment strategy utilizing international bond and stock markets. | | | |
| 5.10 | Critically examines equity and debt capital and their use in international businesses. | | | |
| 5.11 | Compares the international financial institutions. | | | |
| 5.12 | Formulates strategies for risk management in the international business environment. | | | |

***Standard 6.0 The student will prepare international communication and trade documentation.**

| Learning Expectations | | Check the appropriate Mastery or Non-Mastery column | Mastery | Non-Mastery |
|-----------------------|---|---|---------|-------------|
| 6.1 | Proposes appropriate software applications for use in various types of international businesses. | | | |
| 6.2 | Plans a computer system based on specific needs in an international business. | | | |
| 6.3 | Researches for computer hardware and determines appropriate tasks related to international business operations. | | | |

***Standard 7.0 The student will develop and demonstrate human relations, self-management, organizational, and professional leadership skills**

| Learning Expectations | | Check the appropriate Mastery or Non-Mastery column | Mastery | Non-Mastery |
|-----------------------|---|---|---------|-------------|
| 7.1 | Analyzes leadership and confidence through professional development activities. | | | |
| 7.2 | Applies effective image building technique. | | | |
| 7.3 | Composes and typesets informative articles for publication in local and/or state publications. | | | |
| 7.4 | Organizes and manages a team presentation on leadership. | | | |
| 7.5 | Demonstrates parliamentary procedure. | | | |
| 7.6 | Participates in Business Professionals of America, DECA, Future Business Leaders of America, etc. | | | |

****Standard 8.0 The student experience work-based learning in the international business and marketing industry.**

| Learning Expectations | | Check the appropriate Mastery or Non-Mastery column | Mastery | Non-Mastery |
|-----------------------|--|---|---------|-------------|
| 8.1 | Scores average or above on employee performance evaluations. | | | |
| 8.2 | Designs a plan to include her/his schedule of activities. | | | |
| 8.3 | Records and assesses workplace events based on their ethical implications. | | | |
| 8.4 | Makes a passing grade on a class-based or work-based safety evaluation. | | | |
| 8.5 | Applies safety rules and regulations to the work site. | | | |

Additional comments: _____